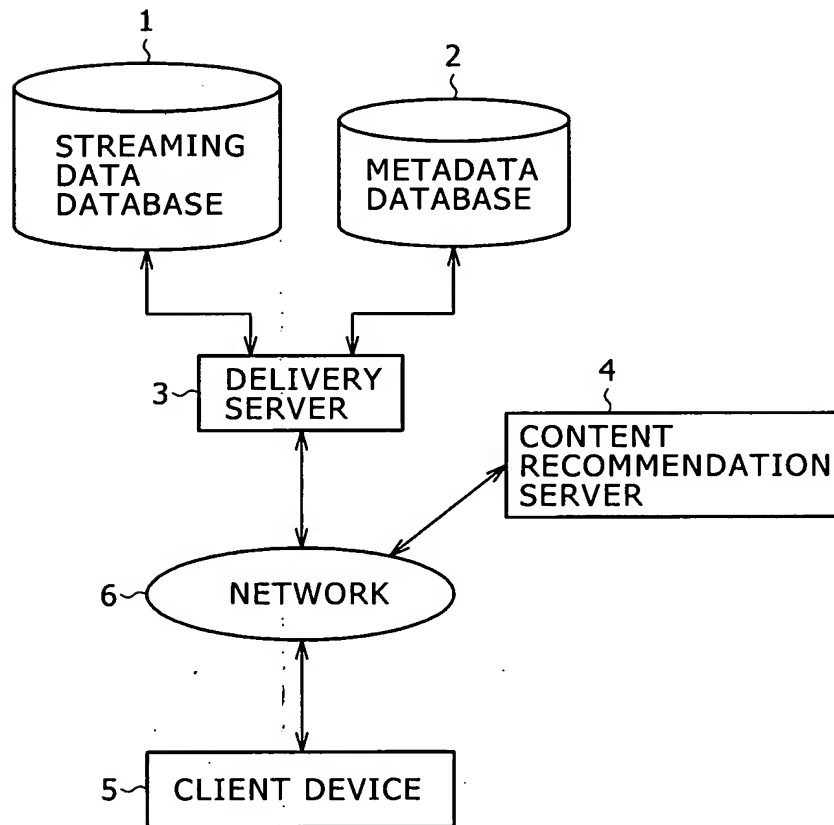


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FIG. 1



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## FIG. 2

<ul style="list-style-type: none"><li>• BROADCAST START TIME=[19:00,NOV/10/2002]</li><li>• BROADCAST END TIME=[20:00,NOV/10/2002]</li><li>• BROADCAST STATION =[CHANNEL 8]</li><li>• GENRE=[VARIETY SHOW]</li><li>• PROGRAM TITLE=[SIDEPLITTING TV]</li><li>• PERSONS=[PERSONALITY A][PERSONALITY B],...</li><li>• SUBTITLE=[SPECIAL EDITION TONIGHT! THE SPECIAL GUEST IS...]</li><li>• KEYWORD=[THRILLING]</li></ul>	TIME SLOT
--	-----------

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FIG. 3

START TIME, END TIME, BROADCAST STATION	GROUP ID
00:00~06:00 ON CHANNEL 8	XXXX
06:00~07:00 ON CHANNEL 8	XXXX
07:00~08:00 ON CHANNEL 8	XXXX
...	
00:00~06:00 ON CHANNEL 10	XXXX
06:00~07:00 ON CHANNEL 10	XXXX
07:00~08:00 ON CHANNEL 10	XXXX
...	

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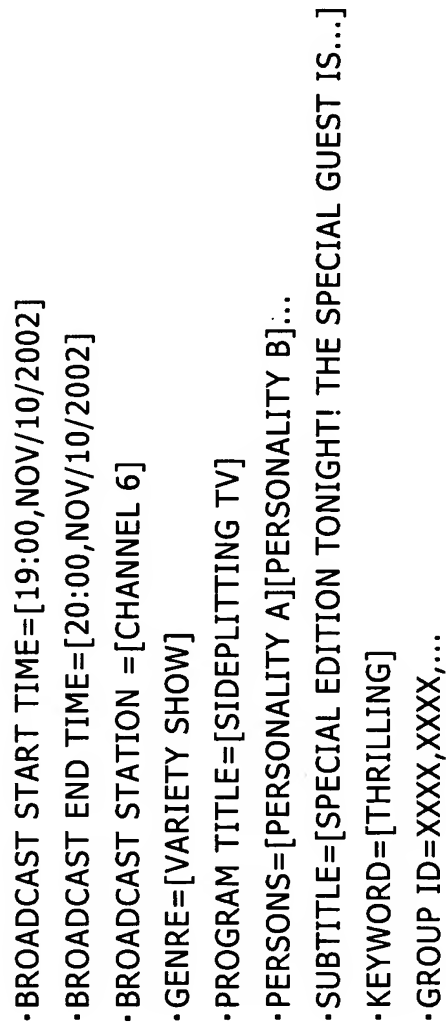
## FIG. 4

GENRE, PERSONS	GROUP ID
VARIETY, PERSONALITY A	XXXX
NEWS, PERSONALITY A	XXXX
MOVIE, PERSONALITY A	XXXX
⋮	
VARIETY, PERSONALITY B	XXXX
NEWS, PERSONALITY B	XXXX
MOVIE, PERSONALITY B	XXXX
⋮	

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## FIG. 5



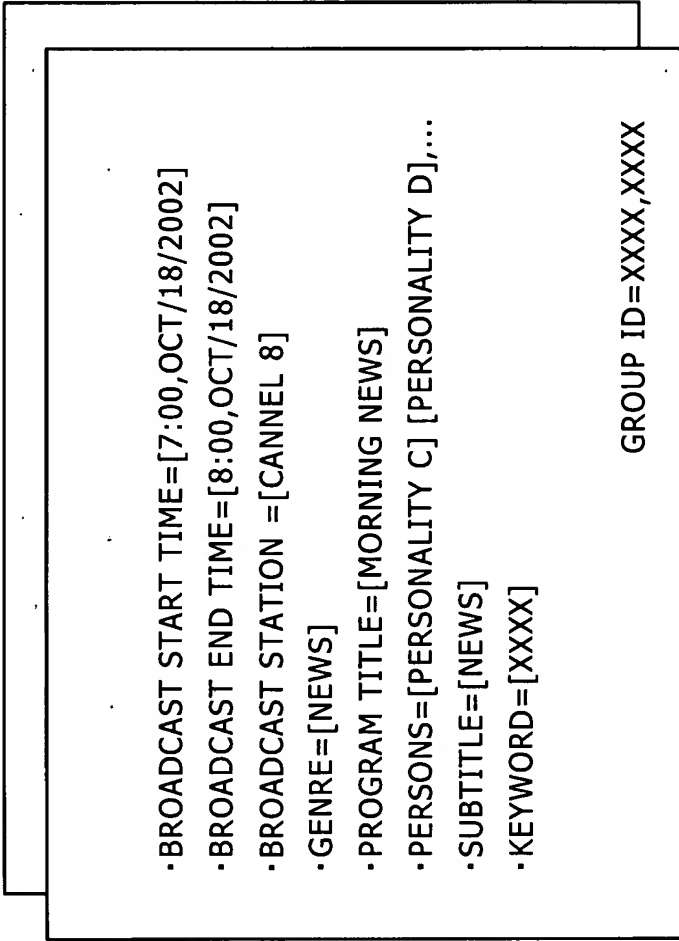
- BROADCAST START TIME=[19:00,NOV/10/2002]
- BROADCAST END TIME=[20:00,NOV/10/2002]
- BROADCAST STATION =[CHANNEL 6]
- GENRE=[VARIETY SHOW]
- PROGRAM TITLE=[SIDEPLITTING TV]
- PERSONS=[PERSONALITY A][PERSONALITY B]...
- SUBTITLE=[SPECIAL EDITION TONIGHT! THE SPECIAL GUEST IS...]
- KEYWORD=[THRILLING]
- GROUP ID=XXXX,XXXX,...

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FIG. 6



- BROADCAST START TIME=[7:00,OCT/18/2002]
- BROADCAST END TIME=[8:00,OCT/18/2002]
- BROADCAST STATION =[CANNEL 8]
- GENRE=[NEWS]
- PROGRAM TITLE=[MORNING NEWS]
- PERSONS=[PERSONALITY C] [PERSONALITY D],...
- SUBTITLE=[NEWS]
- KEYWORD=[XXXX]

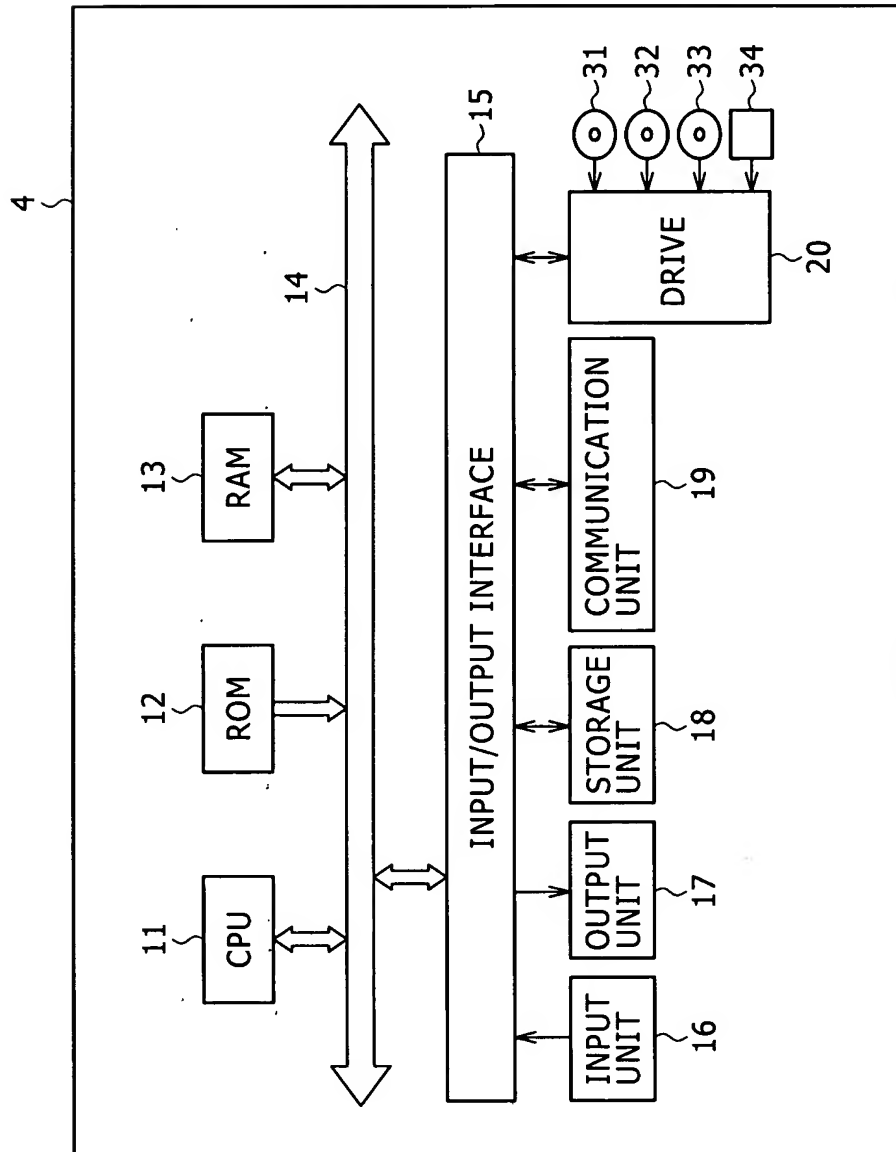
GROUP ID=XXXX,XXXX

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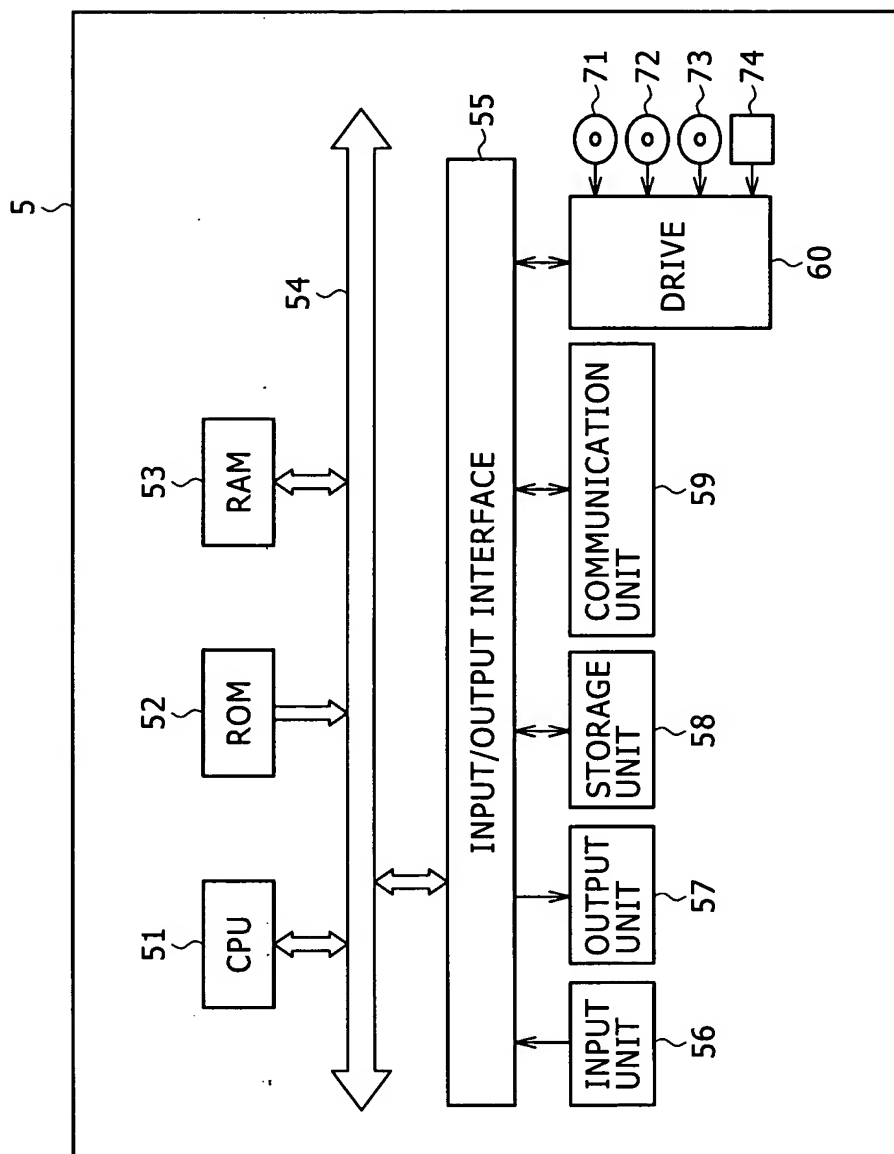
FIG. 7



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FIG. 8

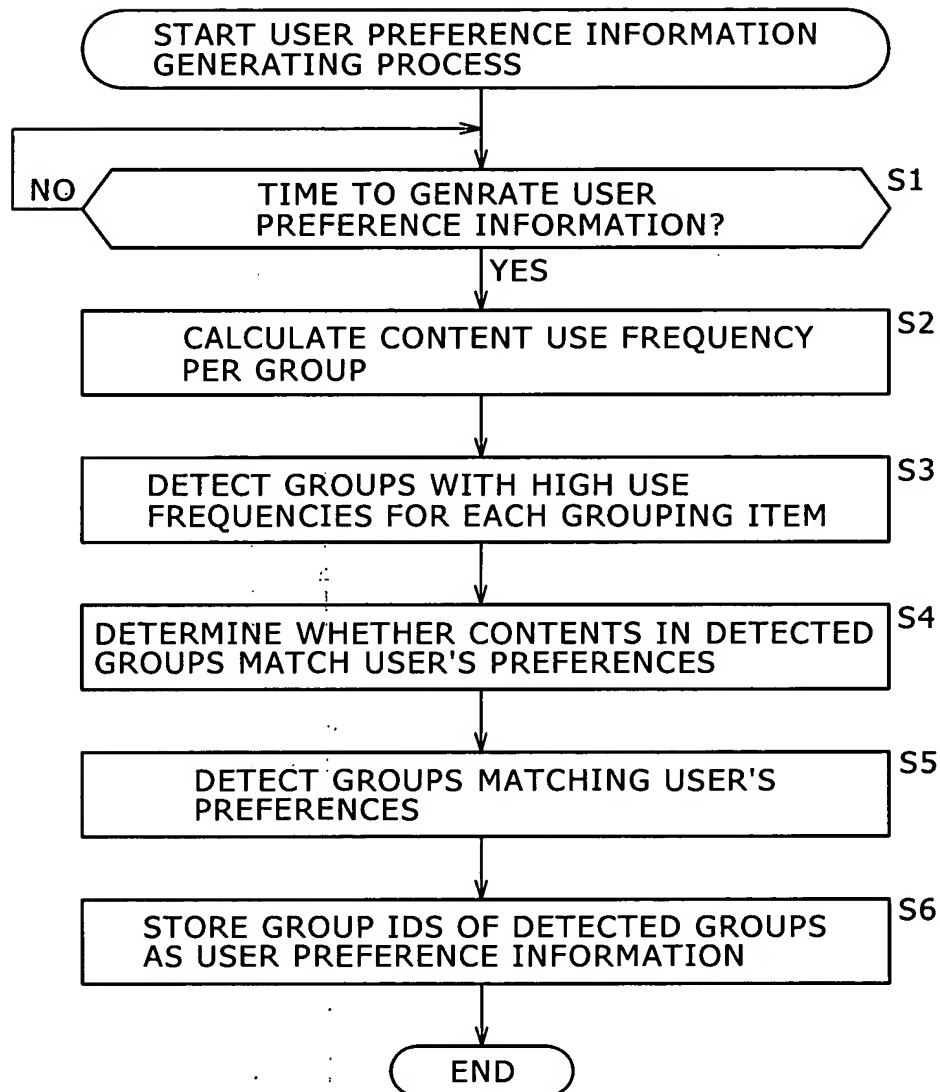




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## FIG. 9



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FIG. 10

START TIME, END TIME, BROADCAST STATION	USE FREQUENCY
20:00 ~ 21:00 ON CHANNEL 8	7
19:00 ~ 20:00 ON CHANNEL 10	7
20:00 ~ 23:00 ON CHANNEL 8	6
.....	

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# FIG. 11A

GENRE, PERSONS	USE FREQUENCY
VARIETY, PERSONALITY D	10
NEWS, PERSONALITY D	8
VARIETY, PERSONALITY C	5

# FIG. 11B

GENRE, PERSONS	NORMALIZED USE FREQUENCY
VARIETY, PERSONALITY D	0.25
NEWS, PERSONALITY D	0.08
VARIETY, PERSONALITY C	0.0625

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FIG. 12

DELIVERY LIST [20:00~21:00 ON CHANNEL 8]	USE HISTORY [20:00~21:00 ON CHANNEL 8]
PROGRAM A ON OCT 25(SAT) PROGRAM B ON OCT 24(FRI)	NOT VIEWED VIEWED

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FIG. 13

DELIVERY LIST [VARIETY, PERSONALITY D]	USE HISTORY [VARIETY, PERSONALITY D]
PROGRAM AA ON OCT 25(SAT) PROGRAM AB ON OCT 25(SAT) PROGRAM BA ON OCT 24(FRI)	NOT VIEWED NOT VIEWED NOT VIEWED

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FIG. 14

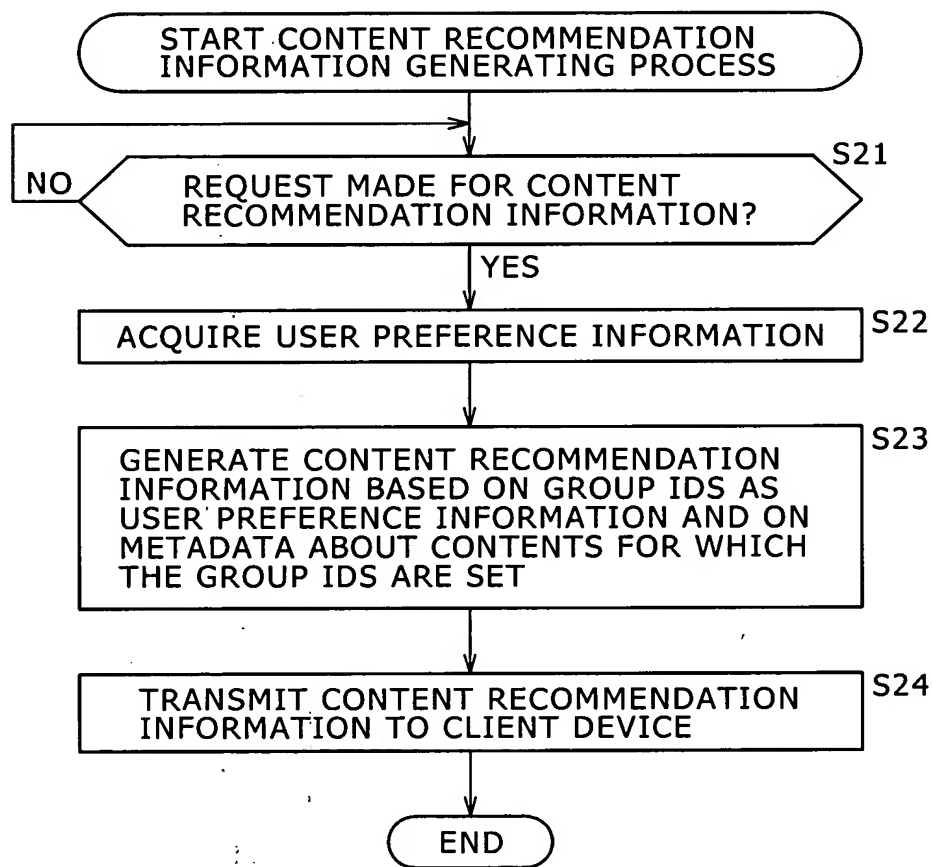
DELIVERY LIST [20:00~21:00 ON CHANNEL 8]	USE HISTORY [20:00~21:00 ON CHANNEL 8]
PROGRAM A ON OCT 25(SAT) PROGRAM B ON OCT 24(FRI) PROGRAM C ON OCT 24(FRI) PROGRAM D ON OCT 23(THU)	NOT VIEWED VIEWED VIEWED VIEWED

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## FIG. 15



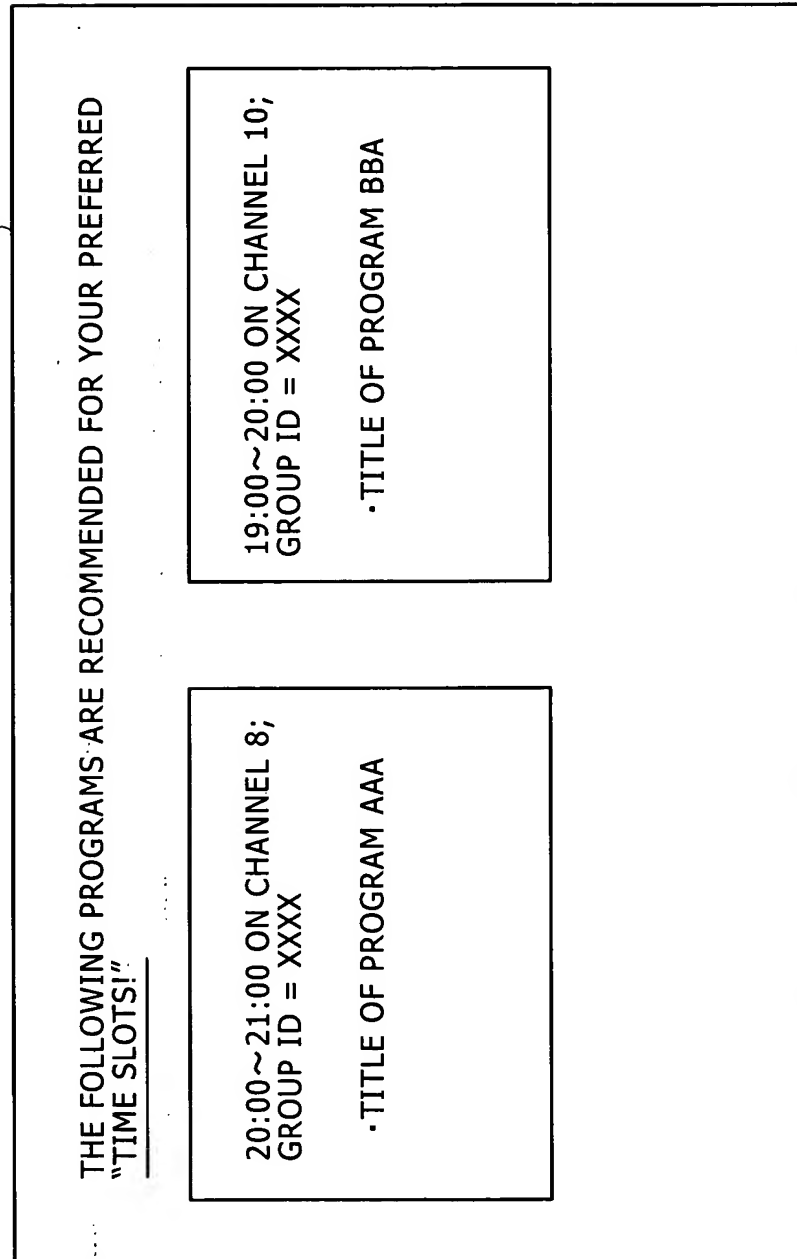
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FIG. 16

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FIG. 17

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THE FOLLOWING PROGRAMS ARE RECOMMENDED FOR YOUR PREFERRED  
"GENRES AND PERSONS"

VARIETY, PERSONALITY C: GROUP ID = XXXX

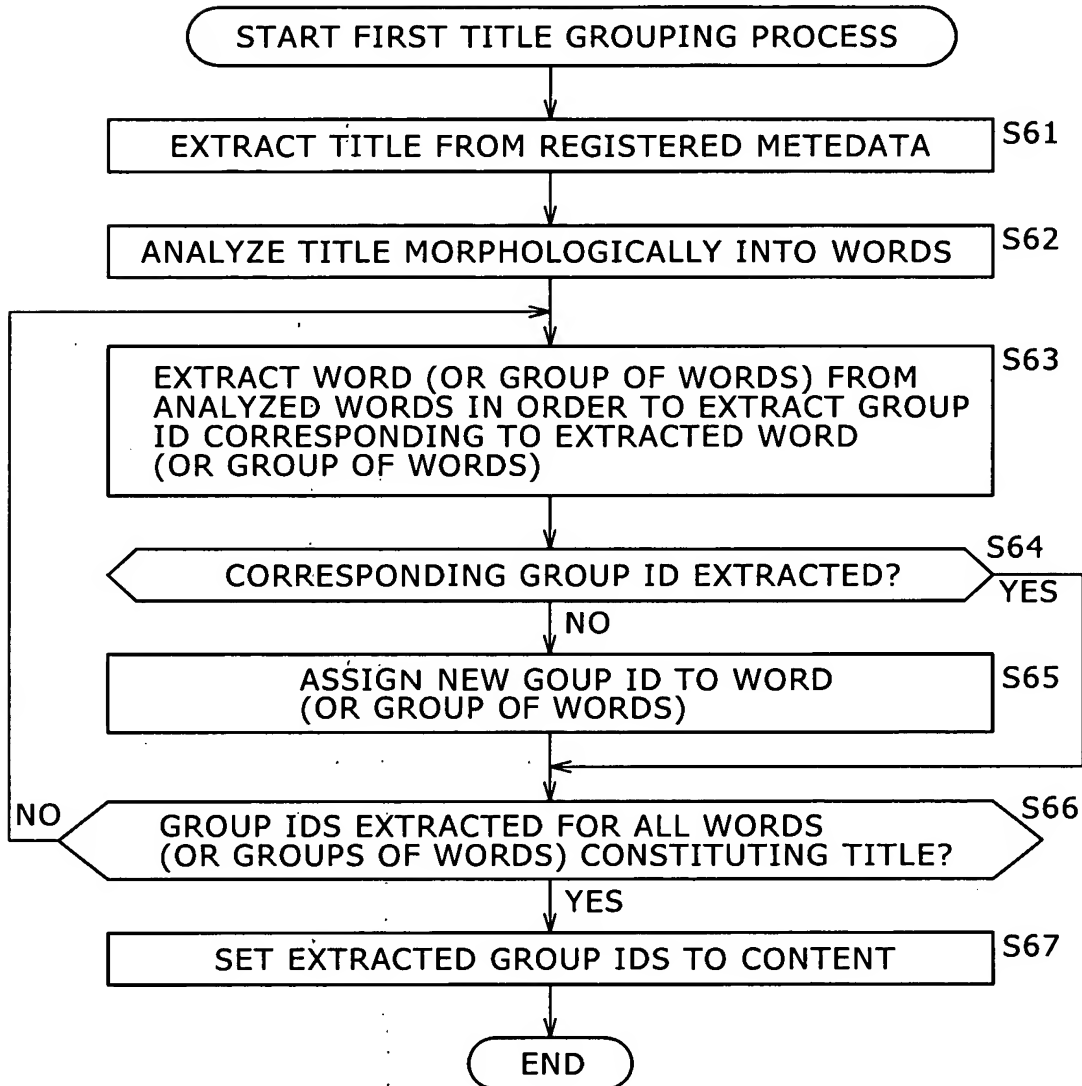
NEWS, PERSONALITY D: GROUP ID = XXXX

• TITLE OF PROGRAM CCA

• TITLE OF PROGRAM CCB

...

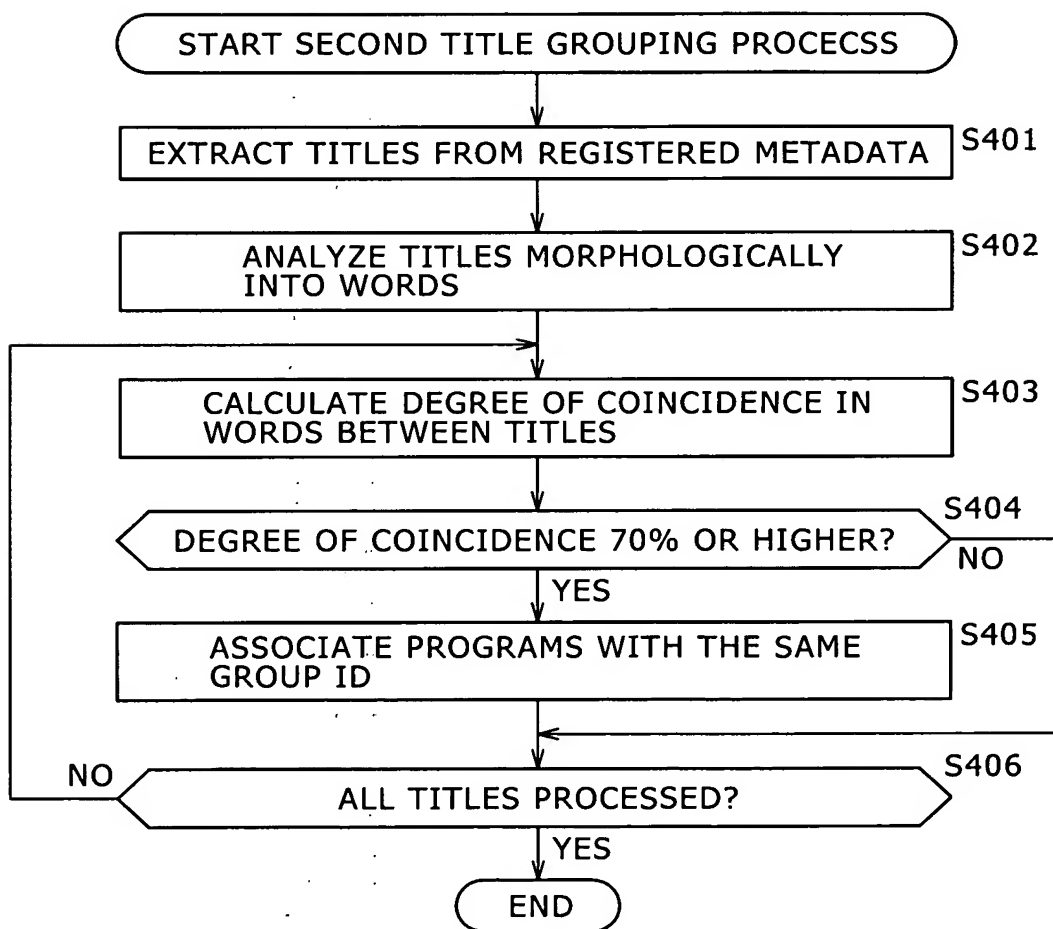
## FIG. 18



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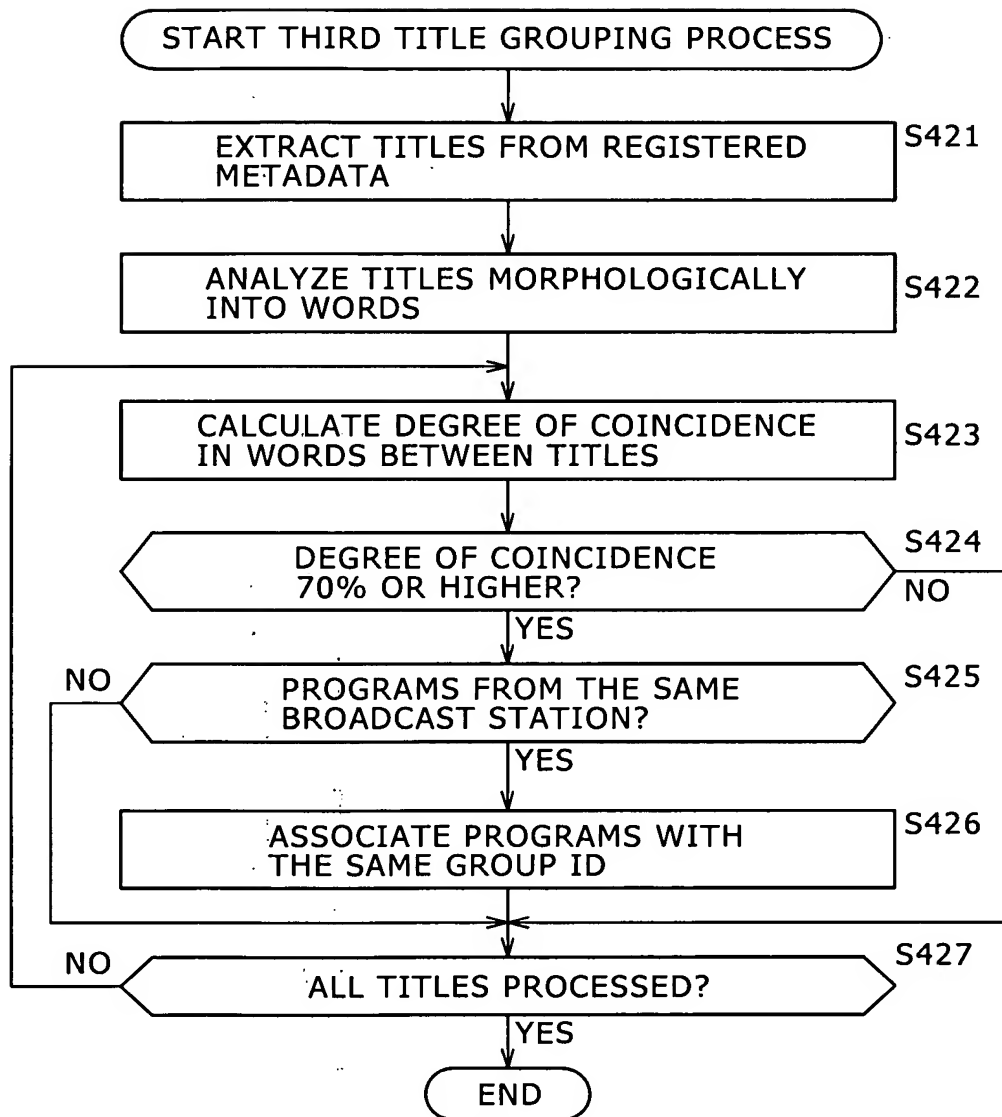
## FIG. 19



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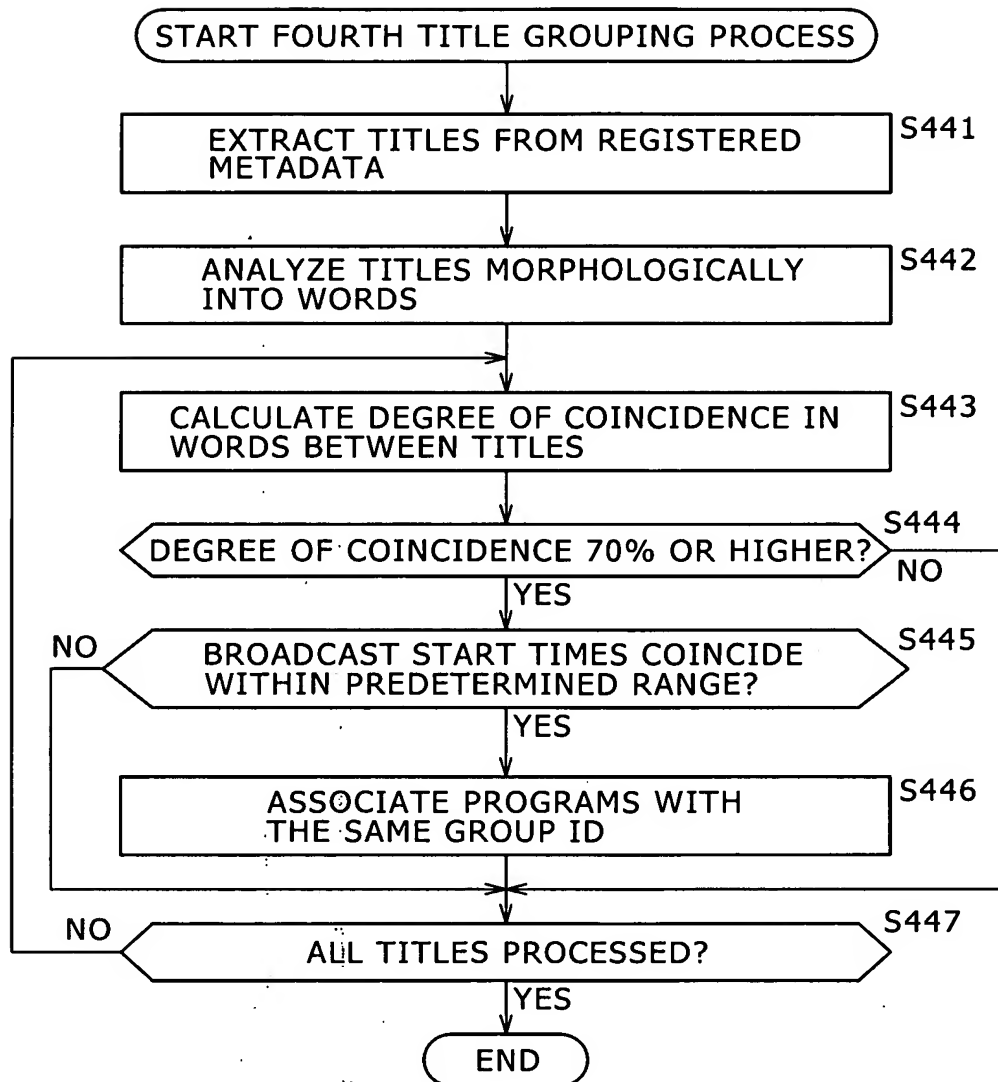
## FIG. 20



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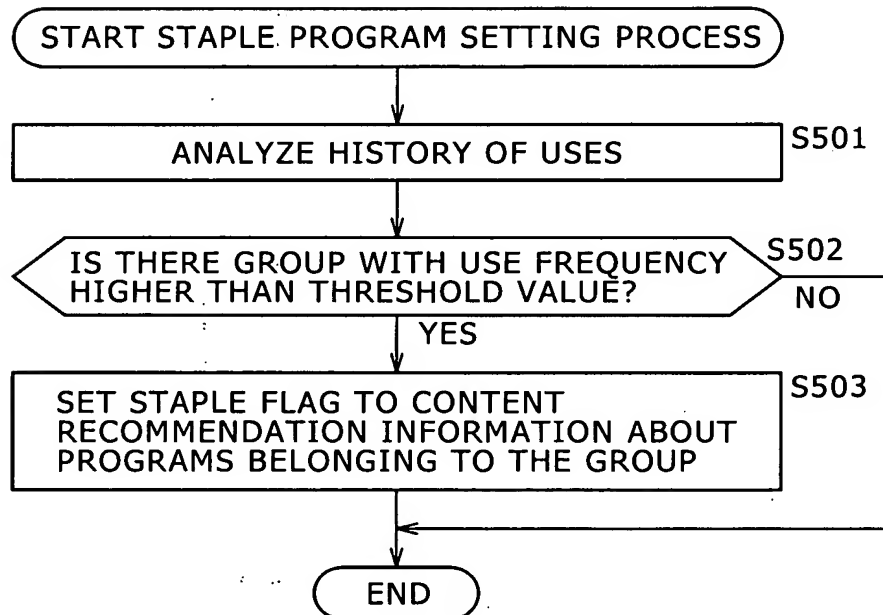
## FIG. 21



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## FIG. 22

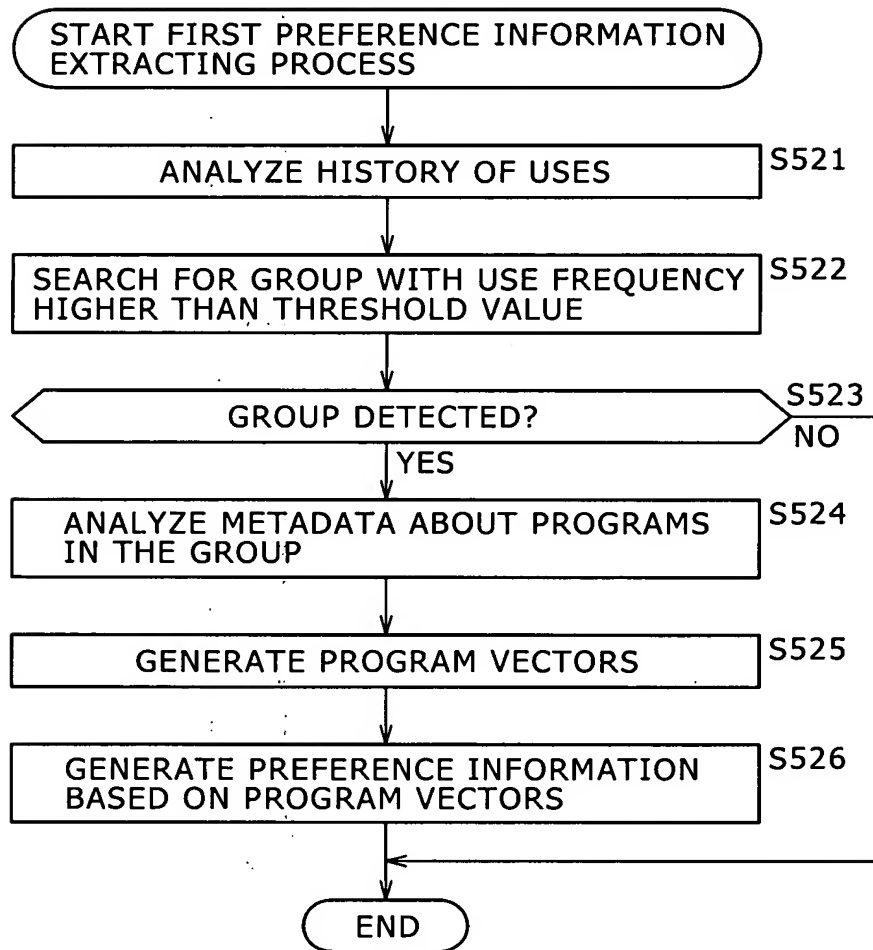


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## FIG. 23



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## FIG. 24

PROGRAM VECTORS	PP = (Tm, Gm, Pm, Sm, Hm, ...)
T : TITLE	Tm = {TITLE}
G : GENRE	Gm = {DRAMAS, VARIETY SHOWS, SPORTS, MOVIES, MUSIC, CHILD-ORIENTED AND EDUCATIONAL PROGRAMS, CULTURAL AND DOCUMENTARY PROGRAMS, NEWS AND REPORTS, OTHERS}
P : PERSON	Pm = {PERSON A-1, PERSON B-3, ...}
S : TV STATION	Sm = {MHK GENERAL, MHK EDUCATIONAL, ASIA TV, TAS, FUSHI, TV NIPPON, TOTO, MHK BS1, MHK BS-2, WOWO}
H : HOUR	Hm = {MORNING, DAYTIME, EVENING, PRIME TIME, LATE-NIGHT}
.....	.....



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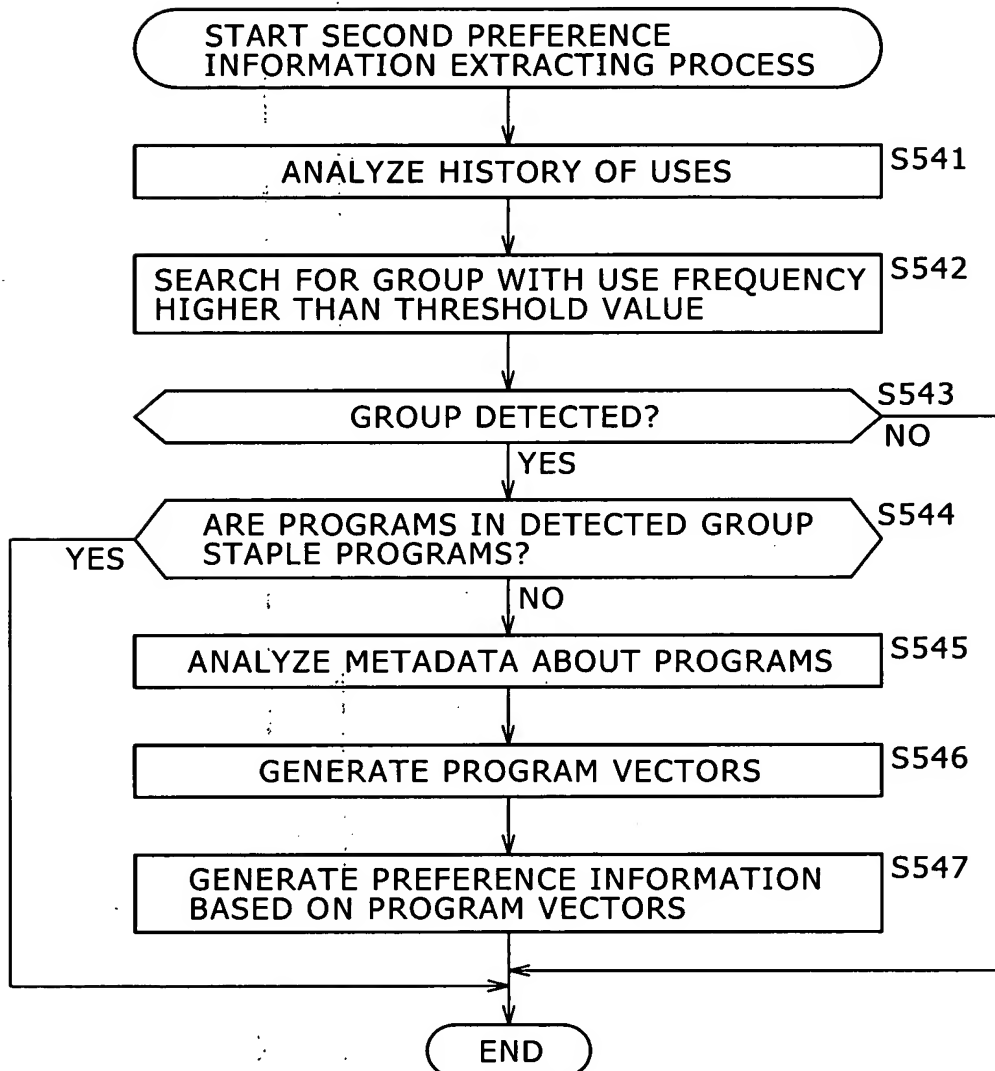
## FIG. 25

PREFERENCE INFORMATION	UP = (Tup ,Gup ,Pup, Sup, ...)
TITLE:	Tup = {(TITLE 1-12), (TITLE 2-3), ...}
GENRE:	Gup = {(DRAMAS-25), (VARIETY SHOWS-34), (SPORTS-42), (MOVIES-37), (MUSIC-73), (CHILD-ORIENTED AND EDUCATIONAL PROGRAMS-120), (CULTURAL AND DOCUMENTARY PROGRAMS-3), (NEWS AND REPORTS-5), (OTHERS-23)}
PERSON:	Pup = {(PERSON A-10), (PERSON B-43), ...}
TV STATION:	Sup = {MHK GENERAL-7, MHK EDUCATIONAL-4, ASIA TV-3, TAS-2, FUSHI-5, TV NIPPON-6, TOTO-0, MHK BS1-9, MHK BS2-1, WOWO-1 }
...	...

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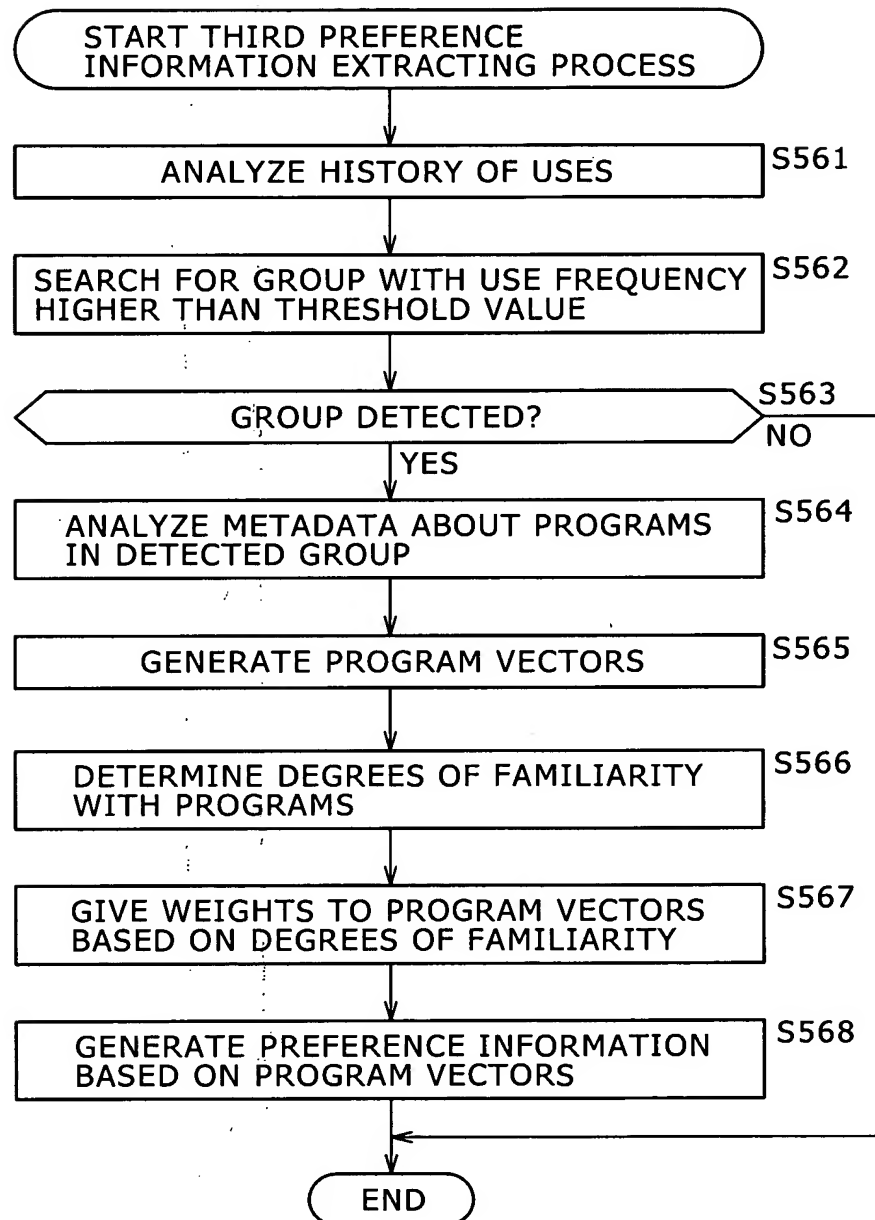
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## FIG. 26



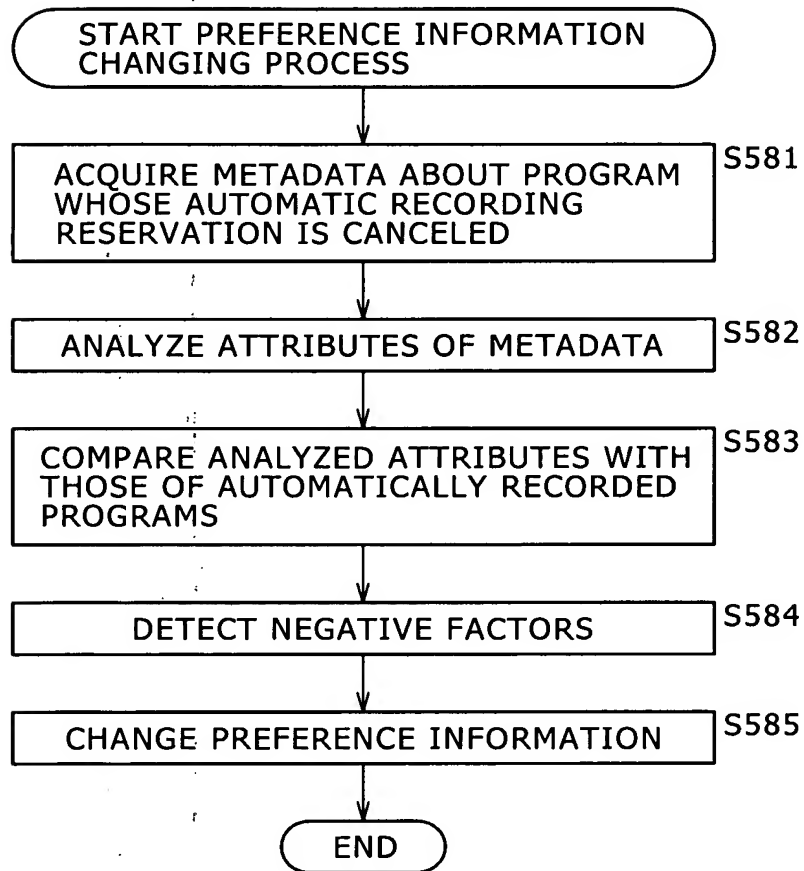
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## FIG. 27



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## FIG. 28

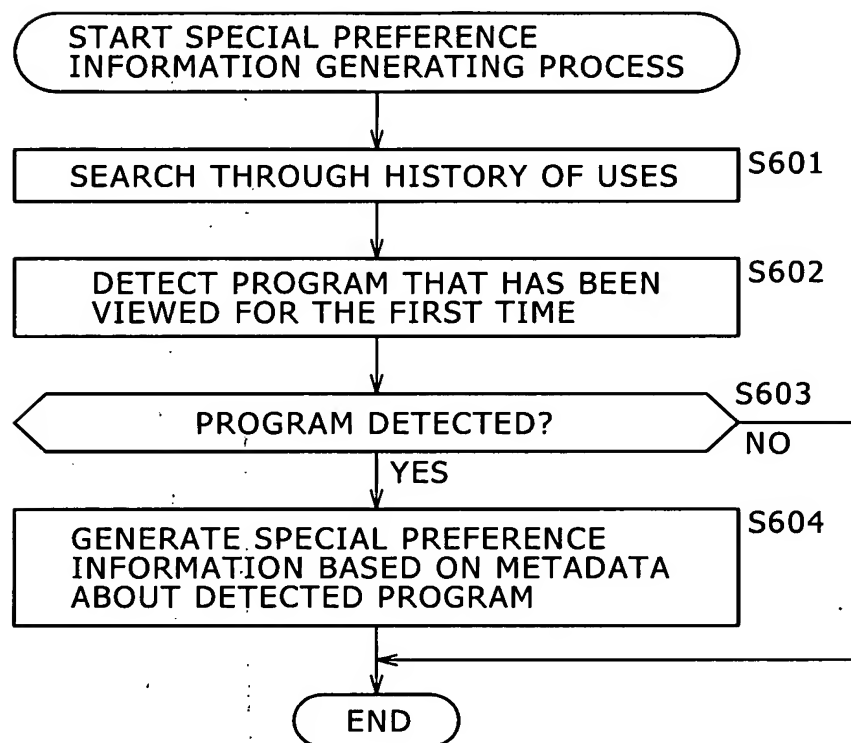


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FIG. 29

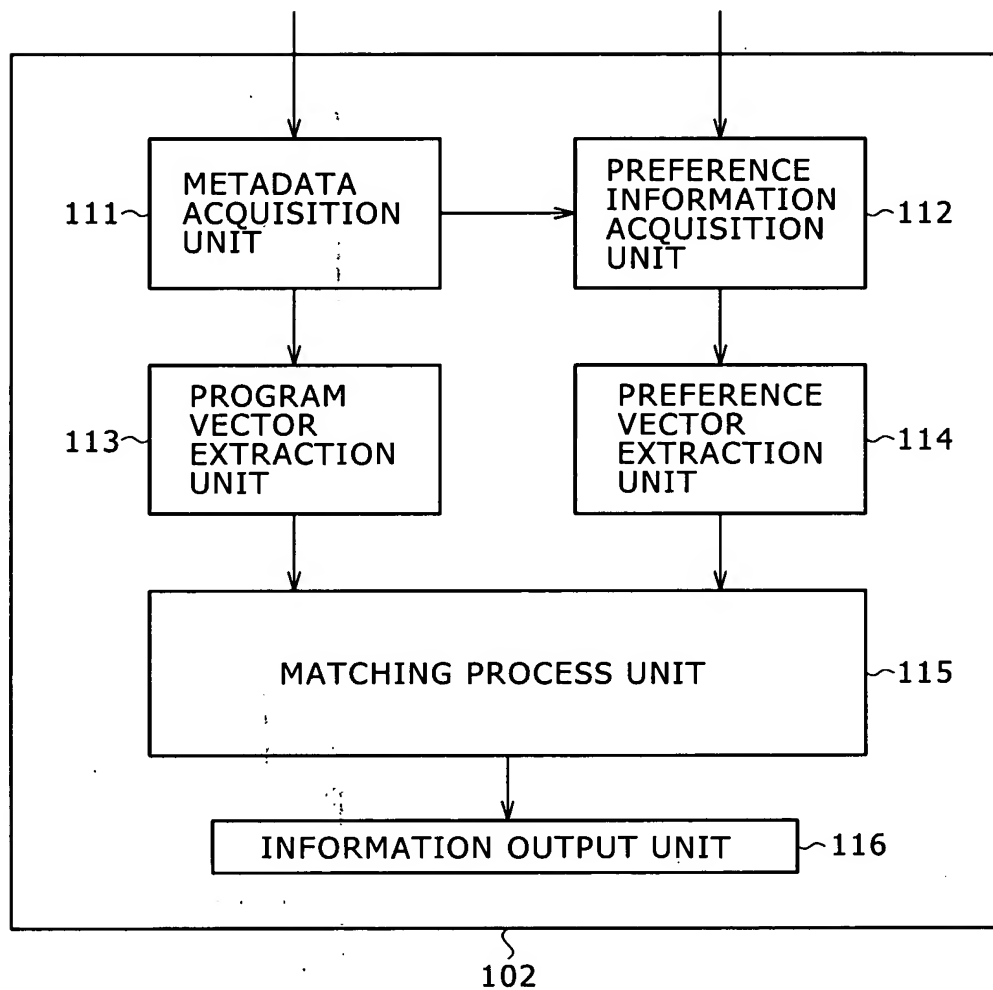


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FIG. 30

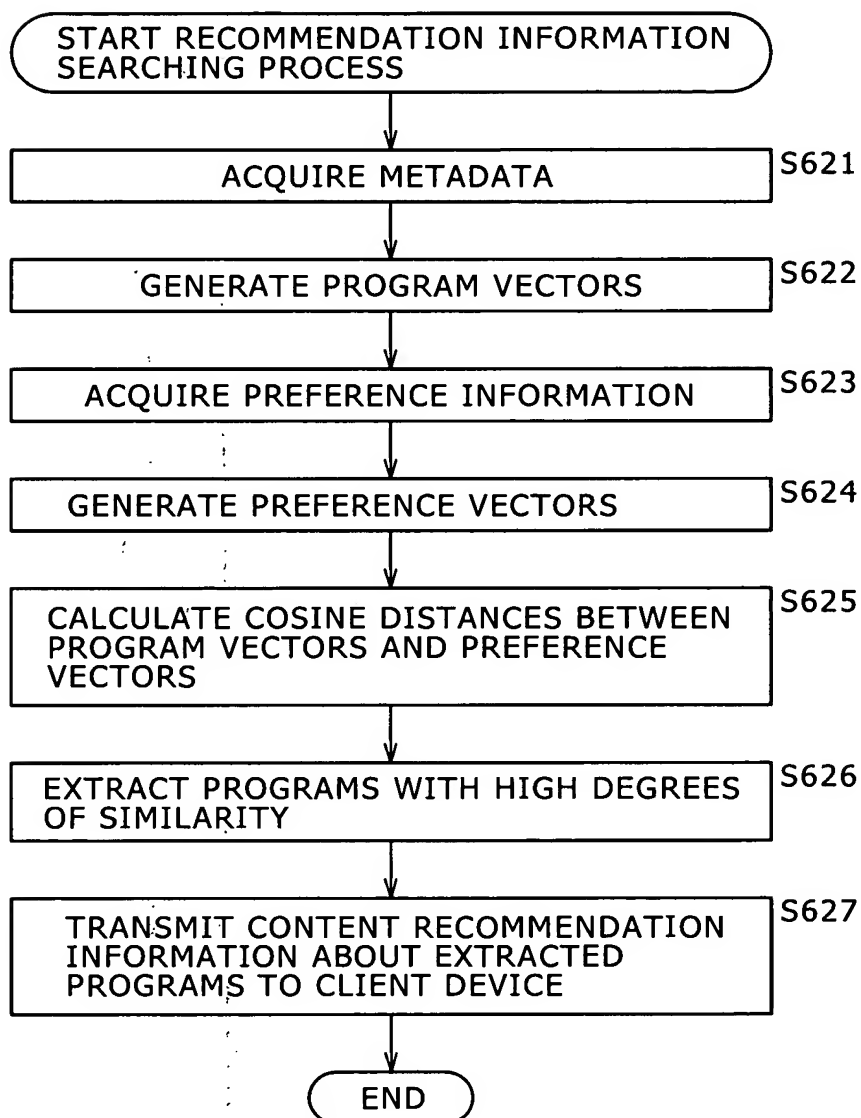


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## FIG. 31



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## FIG. 32

